



MEDIA KIT

Connie Edwards McGaughy

Vegan recipe & lifestyle blogger at
The **Carrot** Underground



Hi, I'm Connie.

I am a long-time vegan and avid home cook who loves elevating classic comfort foods by replacing animal products with all plant-based ingredients. I have spent decades recreating many traditional family favorite dishes without using meat, eggs, or dairy. A few years ago, when my vegan lemon meringue pie went viral on social media, I knew I found my calling.

My followers know they can trust that my recipes are do-able, delicious and designed to satisfy everyone's tastes - vegans and non-vegans alike! They look to me for advice on everything from plant-based cooking, ingredients, kitchen tools and appliances, as well as cruelty-free household, personal and pet care products. They know I only recommend brands I have personally used and believe they will appreciate and enjoy as much as I do.

I love collaborating with like-minded people and brands. If you have a product or service that would be a good fit for my readers and followers, let's chat and explore the possibilities!

Thank you kindly.

Connie



the carrot
underground





Connie Edwards McGaughy

- Recipe Developer
- Content Creator
- Vegan Influencer
- Food Photographer

A few stats at a glance:



What I can do for you:

- Sponsored Posts
- Recipe Development
- Brand Partnerships
- Social Media Promos
- Photography
- Videos
- Affiliate Promos
- Product Reviews



Examples of images from a sponsored recipe post.

Demographics:

- **Followers:** 77% women, ages 25-65.
- **Language:** English
- **Cities:** New York City, Chicago, Los Angeles, Ashburn, Seattle, London, Atlanta, Boston, and Dallas.
- **Interests:** Food, cooking, health, news, politics, environment, shopping, travel, home and garden, media and lifestyle.

Brand Testimonial:

"We were very happy to hire Connie to produce and feature a recipe for our Eggcellent Vegan seasoning. It's proved to be a worthwhile investment. When we bring new vegan products to market, Connie will be the first we contact to help us make new and engaging recipes"

Aaron Rosenzweig – Owner
Yes Milady! Vegan Spice Company

My recipes are featured in:



Want to work together? Let's talk!

- 🏠 I am based in San Diego, California
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